

News release

For immediate release

**New adventures designed for outdoor and nature lovers!**

**Sherbrooke, Wednesday, June 15, 2022 –** The Eastern Townships region is Quebec’s premier outdoor destination. With more than 1,300 km of hiking trails (short, medium and long-distance), four national parks, two regional parks, 20 (accessible) mountain peaks and dozens of attractions and nature getaways, it could hardly be otherwise! This year more than ever, the region is increasing its outdoor attractions and adding new features to attract those who love being active.

**Mont SUTTON adds new activities**

Mont SUTTON is installing a brand-new zip line adding to the 1-km line, launched last summer – the longest in the Eastern Townships! New mountain bike trails and a disc golf course (with 18 baskets) are further additions. Campsites will be added to the top of the mountain, offering spectacular views over the surrounding countryside.

**Yamaska Ninjas**

As a result of its popularity with families last year, the Yamaska National Park is once again partnering with Motion Parc Évolutif to offer its clientele an extraordinary activity - the Yamaska Ninjas. This ‘adventure’ takes place on an outdoor installation on which competing ‘ninjas’ leap and swing and tumble around a series of obstacles, completing the course as fast as they can! The installation, near the Choinière reservoir in Yamaska National Park, will be in operation from June 24 onwards.

**Investments and improved hiking trails**

Les Sentiers frontaliers has carried out several major projects over the past year, investing more than $200,000 to upgrade its hiking trails with walkways and bridges. This network of close to 140 kilometres, straddling the Haut-Saint-François and the Megantic regions, makes it possible to access the highest peaks in southern Quebec, including Mount Gosford (1,193 metres), Cap Frontière (1,154 metres) and this year, also Pic Frontière (1,175 metres).

**Diverse landscapes and communities along the Pilgrims' Way of the Valley**

The Voie des Pèlerins de la Vallée is cobwebbed by a designated, safe route (with signage), stretching across the Coaticook Valley’s 12 municipalities. Along the way, you’ll encounter mountain landscapes, farms, interesting places to stay and peaceful, historic villages.

**Megantic’s Mini ‘St. James Way’ offers a wider choices of walks**

Mini Compostelle Mégantic (Compostelle is known as the St. James Way in English) has added some new circuits to its 124-km route, namely the 90-km Chemin des Sentiers, Chemin du Lac and Chemin des 4 Monts. There are also options to combine hiking with kayaking (on Lake Megantic) or cani-hiking – i.e. hiking with your dog!

**New pavilion at Parc des Sommets**

Bromont's Parc des Sommets has a brand-new, recently constructed chalet – ‘Le Pavillon’, which is accessible to visitors. It will be featured as part of the June 18 Bonvelo Tour program (a series that features mountain biking), which will be shot outdoors in Bromont and broadcast that evening. The Parc des Sommets covers an area of 150 hectares and its trails are designed for a number of outdoor activities - hiking, horseback riding, mountain biking, to name a few.

**About Tourism Eastern Townships**

*Tourisme Cantons-de-l’Est (Tourism Eastern Townships) is one of 22 tourism associations (ATRs) in Quebec and the official representative of Quebec's Ministry of Tourism in the Eastern Townships. Since 1978, the TCE’s mission has been to promote tourism development, marketing the region within Quebec and internationally. TCE brings together more than 500 members throughout the 9 regional county municipalities (MRCs) and in all sectors of the tourism industry : accommodation, restaurants, attractions, activities and events.*

*The Eastern Townships is the fourth most popular tourist destination in Quebec. The region attracts some 10 million visitors every year, accounting for 6.5 million overnight stays and spending more than $900 million annually. The tourism sector is also the region’s fourth largest employer, accounting for 20,000 jobs.*

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